

CHAPTER I

INTRODUCTION

This chapter encompasses the background of the study, scope and limitation, problems of the study, objective of the study, significance of the study, and the systematic of thesis writing.

A. Background of the Study

In this global era, there are so many companies appear with their innovations. This developments increase the competition among those companies. They do not only improve their product but also think about how to market their product to the society. Besides they need to develop promotion effectiveness to the stakeholder, especially to certain consumers. Promotion is very important because however good a product is, it will not find any buyers, if no one knows about it.

Among the means of marketing promotion, advertising is mostly chosen by the companies. It does not only influence the consumer buying preference and attitude to buy product and increase the company's image, but also giving the information of the product itself.

The advertisements are published in some medias, such as audio (radio), visual (poster, banner, and magazine), and audio-visual (Television). One of effective media in advertisement is Television. The use of colorful visualization and interesting actors or actress is the main characteristic of advertisements. Here the writer emphasizing his study on advertisement, because the writer thinks that advertisements

have become part of human life for a long time. Every day, people are exposed to a large number of advertisements no matter whether or not they like them. Advertisement has a broad scope or area and it produces interesting visualization with certain style, tone, dictions, formats that can be heard and watched by the audience.

Usually, advertisement is presented repeatedly in order to make the public easier to catch what the message of the advertisement is. TV is one of the most powerful advertising medium, because spectator can get very detailed information about a product. Depending on the spectator's target group they have to decide the time when their spot shall be shown. It is not useful broadcasting an ad about cars in the children's program because this is not their target group, they cannot buy a car.

In the afternoon there are many films on TV, which are interrupted regularly. In fact, TV has strength to build the public perception and consumer through some strategy of promotion, so that the consumer will be more interested in a product that is published in TV than other. The consumers might have noticed how well they can remember slogans long after the spot is over. Generally, the audience will pay attention to an advertisement they regard to be interesting or they are curious with the message extended by the advertisement. However, sometimes there are also many audiences ignore the advertisement, because they regard that it is not interesting and just interrupt other program.

In line with the explanation above, advertisement cannot be separated from human life and the use of language. Language use is very important in an advertisement. It aims to deliver the message of the product to the public. English as a global language is mostly used by many companies to promote their goods or services. English can reach many aspects of human life in the world. Nearly everybody in the world admits and applies English as their first language or second language. English that is used in advertisement always develop. In the past time, advertisement still used simply and grammatical language. However, at present, advertisement has various kinds of language use such as slang and other.

Advertisement, whatever their mediums of format have two purposes; to inform availability of a product or service or to give details of an event and to persuade the society to buy something or to support a case. Almost every professionally produced advertisement is carefully constructed from mixtures of words; image and symbols chosen with the aid of experts in consumer psychology. Concerning to this case, it is clear that the purpose of the language use in advertisement is to convey the information, ideas, though to the society. It is usual for advertisers to modify the mixture of words or sentence to interest the public. Sometimes, it causes the utterance of each advertisement on TV has different perceptions in the publics or the spectators. People will be easy to comprehend what a product offers to them if the message of the product is extended well and clearly. Since the advertisements aim to interest the public, sometimes, they do not pay attention about some rules in making a good advertisement. They make some

innovations and improvisations especially in the way the speakers or models in the advertisement transfer the message of the product to the public. According to the writer himself, he often finds that the language styles used by the ads are unusual. But in fact, this unusual implementation of English usage makes the advertisement more interesting.

Actually, conversations and utterances in advertisements do not occur naturally. Production houses which design and produce the advertisements skillfully manipulate the use of language to create certain effects. The product of creativity can draw public attention and at the end people are interested to buy the products. For instance: in the title of the advertisement is about Mercedes – Benz E-Klasse/E class. The advertisement is a range of executive-size cars manufactured by Mercedes-Benz in various engine and body configurations. The E initially stood for Einspritzmotor, (German for fuel injection engine); a new feature in volume production vehicles at the time that the E-Class first appeared, with the E as a suffix to the engine nomenclature (e.g. 230E) in the 1950s. It was not until the launch of the face lifted W124 that the E was used as a prefix (i.e. E220) and the model referred to officially as the E-Class (or E-Klasse). Mercedes E-Klasse is a product that do not only expose the modern and exclusive design but also it was very competitive and integrity in the machine. This advertisement is categorized into standard advertisement or commercial advertisement.

This advertisement is about a conversation between a librarian and a beautiful blonde woman. The situation is in the library. There are so many visitors. And the library full of books. There is a female librarian. One day a beautiful woman comes to the librarian and orders something unpredictable before. She doesn't aware that she is in the library and then she order some foods like fried rice, hamburger, and milky shake with high voice quality or loudly voice, and then the librarian perceives the woman's order. She looks very annoyed. She said that this is a library (*says in an angry utterance but not too loudly*), but the beautiful blonde woman looks around her, everybody stare at her. The beautiful blonde woman then smiles and repeats her order in a different way. She whispers her order (*I'd like to order fried rice, hamburger, and milky shake (whispering)*). The librarian says nothing with just stared at her and looks very angry and annoyed.

In line with the goal of this study, this advertisement contains non-observant maxims proposed by jenny Thomas. The analysis of this advertisement can be shown as follows:

Based on the characteristics of maxim of quality, what the first speaker said in dialogue 2 broke the maxim of quality. She said "*I'd like to order fried rice, hamburger, and milky shake*", she did not aware where she was yet. And then the second speaker (librarian) replied "*this is a library*". The woman just smiled and looked around her, and it was a library. Suddenly, she initiated something. She repeated her order in a low voice. It was clear that the blonde woman said what she believed to be false and she had adequate evidence. It happened because in her

understanding when we were in a library we were forbidden to be noisy. It was because her low cognition and low intelligent. From this case, we know that the blonde women broke the maxim of quality. The non-observant of this maxim is flouting the maxim of quality.

Therefore, to know more deeply about the implementation of language use, there is a branch of Linguistics which deals with understanding of language as a system and especially to comprehend the meaning in a context called Pragmatics. Fromkin states that “Pragmatics recognizes the role of context in a communication in order to construct appropriate understanding between the speakers” (Fromkin, 1999).

Pragmatics is different from Semantics. Geoffrey states that Semantics is concerned with “sentence meaning”, however; Pragmatics is concerned with “utterance meaning” (Finch, 1998). From the statement we can know that Pragmatics recognizes the importance of context while the researcher is communicating each other and it can reveal the meaning contained in a certain utterance. (Aitchison, 1995) underlines that in a narrow sense pragmatics is concerned with how listeners arrive at the intended meaning of the speakers, whereas in the broadest sense it deals with the general principles followed by human beings when they are communicating with one another.

The word principles here imply the regularity exists of the use of language in communication. The regularity derives from the fact that people are members of social groups and follow general patterns of behavior expected within the group. Cooperate with one another to construct meaningful conversations. This assumption is known as the Cooperative Principle. As stated in H. P. Grice's "Logic and Conversation" (1975):

"Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged"

In other words, we as speakers try to contribute meaningful, productive utterances to further the conversation. It then follows that, as listeners, we assume that our conversational partners are doing the same. The cooperative principle itself is the general agreement that must be obeyed by both speaker and listener. If both speaker and listener obey the maxims in Gricean's cooperative principle, the message will reach the listener. It means that the communication runs well.

In this research, the researcher favors to retain Gricean principle and his maxims for the analysis of the verbal expressions in advertisements and try to link the Gricean pragmatics of cooperation to the analysis. Cooperative principle in daily life hopes the application when people communicate. At first the cooperative principle was stated by a philosopher, Grice, in his collage at Harvard university on the year 1975 (Grice, 1975).

So according to Grice above, the researcher takes this case because Grice's theory about a set of rule of how the people contribute to make their communication reach the main goal; that is cooperative principle within maxims of conversation. The writer also focuses to the disobedience of the maxims of conversation to gain and explore more the verbal expression used in advertisement.

Based on those reasons, the writer is interested in the Analysis of the Non Observant of Grice's Maxim in English Verbal Expression used in advertisements. It hopes that it can enrich the student's perception about linguistic analysis which focuses on advertisement as object.

B. Scope and Limitation

To avoid interpreting the fault on this research, the researcher limits the problem. It is very important. It helps the reader from misunderstanding. The scope of this study focuses on the utterances by the actors and actress in some advertisements, such as in the food and drink advertisement, cosmetics product advertisements, cigarette advertisements, and detergent advertisements, social advertisements, etc. The writer gives the limitation of this study that is to describe the verbal expressions used in those advertisements. Because there are many non-observant maxim from those advertisements based on Thomas' theory that must analysis each advertisement to find disobeyed maxim.

C. Problem of the Study

According to the statement of the background of the study above, the problems that are investigated in this study can be as follows:

1. What kinds of maxims in cooperative principles is non-observance maxim by the advertisements?
2. What are the illocutionary acts of the non-observance maxim?

D. Objectives of the Study

Concerning the problems of the study, the writer has 28 objectives or purposes to be obtained. Those are aimed to investigate the non-observance maxims in the advertisements based on Grice's Cooperative Principles, to investigate the speech acts that are disobeyed and appear in the advertisements, and to investigate the illocutionary act of the non-observance maxims uttered in the advertisements.

E. Significance of the Study

The finding of this research is hoped able to provide the verbal expressions used in advertisements. To the researcher this study in very useful experience, it can support and add the researcher professionalism as an English teacher and to enrich the knowledge of the researcher. The result of the study is expected to give some contributions for the English teachers and the English students in analyzing the verbal expressions in advertisements based on Pragmatics analysis. For the following researchers may use the result of this study as references for further study in the same area.

This study is useful for future researchers in the same topic, especially Linguistics students, in analyzing variation of verbal expressions used in any field other than advertisement. The reason is that it gives adequate information in investigating the existence of pragmatics; especially the verbal expressions in media. This study will help advertisement practitioners to make a good advertisement that is suitable for the need of advertising.

F. Thesis organization

In the first chapter the researcher writes about the background of the study, scope and limitation, problems of the study, objective of the study, significance of the study, and the systematic of writing thesis.

In the background of the study the researcher writes about Language use, it is containing many linguistics aspects; one of the aspects is pragmatics. Pragmatics is also applied in various kinds of language use, one of the most common uses is found in English commercial TV advertisement. This study aims to investigate the utterances which the English commercial TV advertisements utilize to promote the products and degree to which the non-observance of maxim with a pragmatic principle proposed by Grice and Jenny Thomas. Then the researcher makes the scope and limitation for restrictive of the thesis, set up the problem research that wants to be investigated deeply, the objectives of the study is aimed for finding the purpose of the research and the significance of the study is in the hope of useful for next researchers.

In the second chapter, the researcher writes about many resources of references for make underlying theory of the research. The underlying theory begins from the general to specific based on the research problem and the case of the non-observant maxim in English commercial TV advertisement that encompasses about previous studies, communication, pragmatics, non-observance, Speech act, and advertisement language.

In the third chapter discuss about the design of this research. The research design is descriptive qualitative approach because the writer will give more description about analysis of the data that he gets than expresses using the analysis on numerical data. The data sources of this study are English commercial TV advertisements from www.youtube.com. The instrument in this research is purposive sampling which arrange as follows participation observation and documentation.

The fourth chapter writes about findings and discussing. The writer finds that nearly all of the verbal expressions used in English TV advertisement disobeyed the cooperative principle theory proposed by Grice. The most common breaking is found in maxim of quantity and quality because one of the purposes of advertisement language is to attract customers' attention and persuade them to buy the produce being promoted.

The fifth chapter encompasses about the conclusions and suggestions about this research. The conclusions are derived from the analysis of the data previously discussed in Chapter IV. The suggestions are presented to improve the study of English, particularly for those who are interested in doing research in Thomas' theories in the non-observant maxim.